

## A.) CLAIM AMENDMENTS

1. (currently amended) A method for ~~presenting~~ ~~providing the on-demand addition of~~ graphic and other information ~~to the browser's toolbar of a web surfer~~ as a skin of a browser, comprising:

~~[[ - ]] providing a plug-in for installation in a browser, the plug-in comprising programming instructions for: [[;]]~~

~~[[ - ]] installing or otherwise causing said plug-in to be installed in the browser of said web surfer, and allowing the information to be dynamically added to and/or modified~~ displaying graphic information as a skin in the a toolbar area of said the browser by the action of said plug-in ;

displaying, in the toolbar area, a user-selectable button that includes a text label, the button for directing a user to at least one web site corresponding to the text label; and  
updating the graphic information and the text label based on a web site that is being accessed via the browser.

2. (canceled)

3. (new) The method of claim 1, the graphic information including text information.

4. (new) The method of claim 1, the graphic information corresponding to content of the web site that is being accessed by the browser.

5. (new) The method of claim 1, wherein a selection of the button results in a presentation of links to at least one web site related to the text label.

6. (new) The method of claim 1, wherein a selection of the button results in the browser being directed to a web site having content related to the text label of the button.

7. (new) The method of claim 1, the graphic information including an advertisement.
8. (new) The method of claim 1, further comprising:  
updating the text label based on an additional factor, other than the web site being accessed via the browser.
9. (new) The method of claim 8, the additional factor comprising an attribute of a user of the browser.
10. (new) The method of claim 1, said updating further comprising updating an appearance of the button based on the web site being accessed by the browser.
11. (new) A method for dynamically updating an attribute of a browser via a plug-in, the method comprising:  
providing graphic information as a skin in a toolbar area of a browser; and  
updating the graphic information based on a web site that is being accessed via the browser.
12. (new) The method of claim 11, the graphic information further comprising a user-selectable button that includes a text label, the button for directing a user to at least one web site corresponding to the text label.
13. (new) The method of claim 12, wherein the text label is updated based on the web site that is being accessed via the browser.
14. (new) The method of claim 11, the graphic information including text information.
15. (new) The method of claim 11, the graphic information corresponding to content of the web site that is being accessed by the browser.

16. (new) The method of claim 11, further comprising:  
updating the text label based on an additional factor, other than the web site being accessed via the browser.

17. (new) A system for providing on-demand addition of graphic and other information to a toolbar area of a browser, the system comprising a web site that downloads a plug-in to users for providing graphic information as a skin in the toolbar area of the browser, the graphic information corresponding a web site being viewed by the browser.

18. (new) The system of claim 17, the graphic information further comprising a selectable button that includes a text label, the button for directing a user to at least one web site having content related to the text label.

19. (new) The system of claim 18, wherein the text label is updated based on the web site being viewed by the browser.

20. (new) The system of claim 18, wherein the text label is updated based on a factor other than the web site being viewed by the browser.

21. (new) The system of claim 17, the graphic information corresponding to content of the web site that is being viewed by the browser.

22. (new) A system for providing on-demand addition of graphic and other information to a toolbar area of a browser, the system comprising:

a processor; and

a memory in communication with the processor and arranged for storing a plug-in for a web browser, the plug-in containing processing instructions that, when stored in the memory, direct the processor to display graphic information as a skin in the toolbar area of the

web browser, the graphic information corresponding to a web site being viewed by the web browser.